

CHECKS AND BALANCES

Revision #: 0 Date: 10/19/2012

Client: OH CHECKS & BALANCES
Media: TV
Product: TV
Market: Cincinnati

Estimate: 2997
Description: OH CHECKS & BALANCES OCT 20-OCT 29 T
Flight Start Date: 10/20/12 5:00:00 AM
Flight End Date: 10/29/12 4:59:00 AM

67227

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Mon 10/22	Tue 10/23	Wed 10/24	Thu 10/25	Fri 10/26	Total Spots
EKRC-TV											
26	MTuWThFSaSu 10:00p-10:35p LOCAL12 NWS@10<	RT	\$550.00	\$467.50	30	1	1	1	1	1	5
						Total Spots:					5
Total Cost:			\$2,750.00	\$2,337.50							
Total											
OCT 12			\$2,750.00	\$2,337.50							

Signature: _____

Disclaimer:

Summary by Station/System

Date: 10/19/2012

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Station	Total Spots	STN Gross	PCT	STN Net	PCT
EKRC-TV	5	\$2,750.00	100%	\$2,337.50	100%
Market Total:	5	\$2,750.00		\$2,337.50	

ORDER



Orders
Order / Rev: 67227
Alt Order #:
Product Desc: OH Checks & Balances
Estimate: 2997
Flight Dates: 10/22/12 - 10/26/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: GENERAL

CW Cincinnati
LSM LSM
CVG
Local

Primary AE:
Sales Office:
Sales Region:

Agency
Name: Strategic Media Placement
Buying Contact:
Billing Contact:
7669 Stagers Loop
Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Checks and Balances for Economic G
Demographic: HH
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/26/12	5	\$2,750.00	\$2,337.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	5	\$2,750.00	\$2,337.50	0.00
Totals	5	\$2,750.00	\$2,337.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
CW Cincinnati	1%	\$2,750.00
Market	100%	\$275,000.00

Competitive Share	Share	Total
UNKWN	58%	\$159,500.00
WCPO	0%	\$0.00
WKRC	41%	\$112,750.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	EKRC	10/22/12	10/26/12	M-F 10p Local 12 News CM		10p-1035p	11111--	:30	5	\$550.00	P-1	0.00	NM	5	\$2,750.00
				M-F 10p Local 12 News											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		10/22/12	10/28/12	11111--	5	\$550.00	0.00								
Totals														5	\$2,750.00